

MIA PATTERSON

Public Relations & Digital Marketing Professional

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WORK EXPERIENCE

Marketing & Development Intern

May 2025 – Present

Oshkosh Chamber of Commerce

- Manage multiple social media accounts on Instagram, Facebook, LinkedIn & TikTok.
- Create e-mail marketing campaigns for events & organizations.
- Assist the Marketing Director with creating graphics, photos, and video content.
- Plan, promote, manage and market events for the Chamber & various non-profit organizations under the Chamber.

Social Media Intern

Aug 2025 – Present

The Elsewhere Collection

- Created a content calendar for three brands' social media accounts on Facebook and Instagram.
- Coordinated with wedding vendors, photographers, planners, the marketing manager and the Food/Beverage manager to create content and promote events.
- Promoted events, market sales and limited menus via strategic communications (i.e., press releases, website content, social content, e-mail and text marketing).

Lead Event Assistant & Social Media Manager

Aug 2024 – Present

Culver Family Welcome Center

- Independently plan, create, and post content three times a week.
- Collect insights and analytic data through Meta's Business Center.
- Plan, set up, and run various events for internal and external groups of 25 to 500 people while managing other workers.

Summer Ambassador

May 2024 – Aug 2024

University of Wisconsin Oshkosh Admissions

- Led 90-minute tours with 1-6 students & their families.
- Created marketing materials for the UWO Admissions Office.
- Covered the front desk, welcomed guests, & answered the phone.

EDUCATION

Bachelor of Arts in Public Relations & Advertising

Aug 2022 – May 2026

University of Wisconsin Oshkosh

- Double Major in Public Relations & Advertising.
- Minor in Anthropology & Multimedia Journalism
- Certificates in Social Media & Digital Marketing
- President of the Public Relations Student Society of America (PRSSA)

KEY SKILLS

- Online Content Creation
- Event Planning & Management
- Data Analytics
- Copywriting
- Microsoft Office
- Graphic Design
- Social Media Marketing
- Email Marketing
- Strategic Communication